Kresge News

For and About People of S. S. Kresge Company KRESGE Kmart JUPITER *Divisions*

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R. E. Dewar Heads Finance

Robert E. Dewar was elected vice president, finance, at the Board of Directors meeting immediately following the Annual Shareholders' Meeting on May 18. Mr. Dewar, formerly assistant vice president, finance, succeeds John E. Hearst who retired at the Annual Meeting.

Mr. Dewar was assistant to President Harry B. Cunningham prior to receiving the assistant financial post in 1963. From 1949, when he joined the company, until 1963 he was a member of Kresge's legal staff.

A native of Traverse City, Mich., Mr. Dewar attended Alma College before serving as a Naval pilot in World War II. He earned a law degree at Wayne State University and practiced for a year before joining Kresge's.

Mr. Dewar is a director of the Detroit Chapter of the American National Red Cross, a trustee of the Detroit Cancer Research Institute, a director of the Wayne State University Alumni Association and a member of the Michigan Bar Association.

J. B. Hollister Is on Board

John B. Hollister, vice president in charge of real estate, was elected to the company's Board of Directors at the 53rd Annual Shareholders' Meeting, held May 18 at the Detroit Office.

Mr. Hollister joined the company in 1945 after extensive experience in real estate and financing with other large national retailers and insurance companies.

In 1953, he was named assistant manager of the real estate department. The next year he was made vice president. The department is responsible for the selection of store sites, purchase, leasing, management, maintenance and disposal of company real estate.

Re-elected to the Board to serve for one year were: Sebastian S. Kresge, chairman of the Board; Stanley S. Kresge, vice chairman of the Board; Harry B. Cunningham, Donald F. Valley, C. Lloyd Yohe, Harvey C. Starkweather, Fred K. Nieman, Claude M. Booker, William H. Baldwin, and Morgan Collins.

T. P. Wilcox Becomes An Assistant Secretary

Thomas P. Wilcox, Detroit Office legal department associate, was elected an assistant secretary of the company at the May 18 Board of Directors meeting.

Mr. Wilcox joined Kresge's in 1938, working in the social security department. He transferred to the legal department in 1939. He has his law degree from the Detroit College of Law.

ON THE EVE OF RETIREMENT as an employee of the Kresge Company, Stanley S. Kresge greets shareholders at the 53rd Annual Meeting.

Family Spirit Marks 53rd Annual Meeting

The company's 53rd Annual Shareholders' Meeting, held at the Detroit Office on May 18, was another family event. President Harry B. Cunningham, who chaired the meeting, continued the tradition of friendly informality initiated many years ago by Founder Sebastian S. Kresge. The family gathering proceeded like this:

Mr. Cunningham warmly welcomed shareholders, especially saluting employee shareholders present, most of whom are purchasing stock through the company's Stock Purchase Incentive Plan. He expressed his pleasure at the presence of a high school economics teacher and his students, who also attended last year's meeting, and 12 members of a Kresge-sponsored Junior Achievement company, Kresco. He proudly announced that Kresco paid a six-cent dividend to its shareholders.

To shareholders who had eagerly hoped to see and hear Founder Sebastian S. Kresge, Mr. Cunningham explained Mr. Kresge's absence was due to a bout with a virus. However, he read a message from Mr. Kresge which said in part: "It is most gratifying to hear the favorable reports of our company's progress . . . Please give our best regards to the boys and girls and stockholders of the company."

Mr. Cunningham also shared with the assemblage a letter sent to Stanley S. Kresge by George Romney, governor of Michigan. Mr. Romney wrote: "I know your stores are providing outstanding retail service for the people in the cities they serve. They are a tribute to the progressive planning and management of your company . . . Best wishes for your continued growth and success."

Mr. Cunningham then introduced the company officers and directors.

Special tribute was paid to three retirees who were seated in the audience — Carl B. Tuttle, former senior vice president and treasurer;

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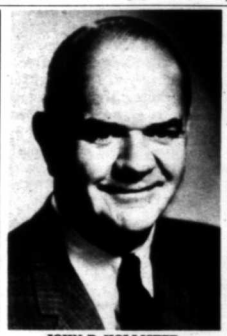
ROBERT E. DEWAR
New Vice President, Finance



JOHN B. HOLLISTER
New Director

RALPH E. PHELPS
New Secretary

Stanley S. Kresge Retires June 30

"Stan Kresge's warmth and extraordinary human qualities have earned the respect and affection of the entire Kresge organization. Your management is personally very grateful for his unwavering support, especially during the recent years of change in our business. He has also exerted a moral influence which we hope will be an important part of the Kresge Company forever." With these remarks at the 53rd Annual Shareholders' Meeting, President Harry B. Cunningham announced the June 30th retirement of Stanley S. Kresge as an employee of the Kresge Company.

Mr. Kresge, who is retiring in accordance with the company's 65-year retirement policy, will continue in his role as president of The Kresge Foundation and will remain on the company's Board of Directors as vice chairman.

Mr. Kresge followed his father, Founder Sebastian S. Kresge, into the Kresge variety business in 1923 after graduating from Albion College, Albion, Mich. He officially began his career that year on July 2 as a trainee in former 1185, Detroit, Mich., although he had spent previous summers working at former 123 and 1, in Detroit.

In 1926, he transferred to former 1237, Flint, Mich., as assistant manager, and in 1927, opened former 1040 (now part of 400, Detroit) as manager. He recalled that 1040 had a very successful first year.

He was forced to take a leave of absence in 1928 due to a recurrence of a back injury received in college football. He had also been active in college baseball. Mr. Kresge returned to work in 1929 as a floorman at former 1030, Highland Park, Mich.

1930 marked his election to the Board of Trustees of The Kresge Foundation and later that year to vice president of the Foundation. He also moved to the sales promotion department of the Detroit Office under Daniel C. Fisher (later president, now deceased).

After working in several buyers' offices in 1931, Mr. Kresge assisted Buyer John L. Pickering (now deceased) from 1933 to 1938. A buying trip to Europe with Mr. Pickering stands out in Mr. Kresge's memory of those years. Mr. Kresge said: "The trip gave me valuable insights into the fascinating business of buying merchandise."

He received experience in the area of top management when he worked in the office of President R. R. Williams (now deceased) from 1938 to 1943 and as assistant secretary under Secretary William G. Walters (now retired) from 1943 to 1950.

In 1950, shareholders elected Mr. Kresge a director of the company. In 1951, he was elected vice president and appointed administrative assistant to the president. He was made president of The Kresge Foundation in 1952 and in 1953, shareholders elected him vice chairman of the Kresge Company Board.

His "warmth and extraordinary human qualities" are known throughout the company in Kresge stores and offices where he has made many friends on numerous visits during his 42-year career.

Arthur B. Fairbanks, director of public and employee relations, de-

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April Sales Show 45.9 Percent Gain

The company reported April sales of $66,265,358, an increase of $20,855,620 or 45.9 percent over sales of April 1964. Sales for the first four months of 1965 were $203,818,012, an increase of $33,350,302 or 19.6 percent over sales for the same period last year.

A company spokesman attributed the exceptional April sales increase of 45.9 percent to a later Easter and continued growth in new stores opened during the past three years.

R. E. Phelps Gets Secretary's Post

Ralph E. Phelps, former assistant secretary and legal department associate, was elected secretary and legal head of the company on May 18 by the Board of Directors. He succeeds William G. Walters who retired at the Annual Meeting.

Mr. Phelps, a native of Petoskey, Mich., graduated from the Illinois Institute of Technology as an engineer in 1929. He did actuarial work for insurance companies for four years before joining Kresge's legal department in 1933 and earning a law degree at the Detroit College of Law. He served with the United States Navy during World War II.

SECRET SAM IS BACK IN ACTION as Agents 001 (right) and 159 track down Silvertoe, deadly spy. 001 relies on Kresge's Secret Sam gun. 159 picks Multi-Pistol 09.

AGENT 001 picks out Silvertoe, who holds Agent 159 prisoner, through Secret Sam's periscope after attaching message missile to alert 159 of his presence.

SECRET SAM DOES IT AGAIN . . . 001 (James Haag, D.O. lobby) and 159 (Betty Lambrecht, buyer's office) escape. 159 carries Secret Sam's cunning attache case.

Company Expands Merchandise Lines In K mart Infants' Departments

K mart infants' departments are being expanded to include infants' furniture, toddler boys' garments, knitwear and infants' basics for greater merchandise selection and sales volume, reported A. S. McCall, a director of K mart leased departments.

Toddler boys' garments will be featured in sizes 1 through 4, and knitwear in sizes up to 8. The knitwear will be comparable to Buster Brown garments.

Complete assortments in infants' basics such as blankets, diapers, sleepwear, sweaters, booties, nursing bottles and other feeding equipment, toilet trainers, toys and other infants' items will be stocked in these departments.

The buying will be handled by Samuel H. Braxton Jr., also buyer of infantswear and children's wear for Kresge and Jupiter stores. Previously, most of the K mart toddler boys' departments were managed by Kresge's subsidiary, Holly Stores, Inc.

In turn, the Kresge Company operated about half of the K mart lingerie departments and Holly managed the others. In the future, Holly will operate all K mart lingerie departments.

The redistribution of operations is being made for several reasons. Mr. McCall explained that toddler boys' items are not Holly's normal line of business, but lingerie is.

With the Kresge Company operating all the toddler boys' departments, the company can concentrate on developing more complete and varied lines of merchandise for these departments, he said.

The switch to Holly-operated lingerie departments in all K marts was made because it was felt better merchandise assortments could be obtained through Holly's warehouse, located in the heart of the garment industry in New York, Mr. McCall explained.

D. O. Buyers Tour Orient For New Items

The best merchandise in the Orient for Kresge, K mart and Jupiter counters—that is what Import Manager Robert T. Rodgers and three buyers looked for during May and June as they traveled from Detroit to the Far East.

Mr. Rodgers left May 3 for the West Coast. In San Francisco and Los Angeles he visited customs brokers and pier authorities to discuss the most advantageous means of shipping goods from the Orient for the company's western stores.

He then flew to Tokyo and Osaka, Japan, to make arrangements for the arrivals of buyers Herbert S. Saffell, Ernst F. Faigle and Henry E. Mertins. Mr. Rodgers worked with suppliers, readying samples for the buyers' inspection. In Tokyo, Kresge's import manager was joined by the T. P. O'Connors, senior and junior, the company's Far East representatives, who traveled with him and the buyers on their Orient tours.

The Kresge men viewed merchandise in Japan; Hong Kong; Taipei, Formosa and Korea. When Mr. Rodgers left for the Orient in May he had tentative plans to investigate sources in Bangkok, Thailand; Karachi, Pakistan, and India.

Mr. Saffell left for the Far East on May 11. Mr. Faigle departed May 18 and Mr. Mertins May 19.

Managers Win $50 U. S. Bonds In Brands Event

Ten Kresge store managers won $50 U. S. Savings Bonds in a Kresge exclusive contest held as part of the 1965 Nationally Advertised Brands Promotion, February 15-28, sponsored by the trade magazine *Chain Store Age*.

The winning managers had the best national brands counter or window displays of all the Kresge stores in the chain. Contestants sent photographs of their displays to the magazine where judges selected the best displays as they appeared in the pictures.

Winners were: W. E. Roach, 790, Chula Vista, Calif.; R. E. Holfus, 724, Spring Valley, Calif.; L. D. Lewis, 253, Chicago, Ill.; R. W. Simon, 170, Cedar Rapids, Ia.; J. H. Brinton, 49, Kansas City, Mo.; J. L. Neely, 15, Albany, N.Y.; C. M. Buck Jr., 281, Philadelphia, Pa.; W. A. Dear, 379, Philadelphia, Pa.; P. B. Spivey Jr., 721, Anderson, S.C., and D. L. O'Keefe, 690, Champaign, Ill.

Two of the ten managers won recognition for their displays in national competition with all variety chains. Mr. Neely won seventh prize, a Stetson Melmac dinnerware set, for his interior display at Kresge 15. Mr. Brinton won twenty-first prize, a Pennwood Numechron television lamp clock, for his interior display at Kresge 49.

Assistant H. C. Collier Joins Jewelry Buyer's D. O. Staff

W. E. Sturges, vice president in charge of personnel, has announced the appointment of Harold C. Collier as assistant to Buyer Roy F. Siegel, Detroit Office.

Mr. Collier transferred from Kresge 51, Lima, O., where he was an assistant manager.

Better Impulse Sales Are Goal Of New Check-out Display Stands

"Impulse sales at check-out stations in Kresge and Jupiter stores will get a real shot-in-the-arm as of July 1," reported Richard C. Wade, sales promotion manager of Division I for Kresge stores. Mr. Wade's prediction is based on the new metal floor stands designed by the Detroit Office sales department for use at stores' No. 1 and No. 2 check stand positions.

The versatile floor stands replace the C-62 counters now in use. The new stands provide both baskets and hanging areas which give top exposure to demand merchandise. Merchandise can be more attractively displayed on the new stands, too, explained Mr. Wade. He continued: "Attractive displays are vital to sales. The impulse merchandise placed on the stands must also have eye appeal if it is to gain the attention of busy shoppers."

Two of the baskets on the stand will be filled with merchandise selected by the manager. The remaining baskets and hanging space will be filled with merchandise preselected by the Detroit Office sales department. Merchandise selection will be impulse merchandise, explained Mr. Wade, with ranges from toys to hardware to stationery. The stands will also be used to display seasonal items. Most of the sales department's pre-selected merchandise will get year 'round exposure, with annual lists sent out to the stores by the Detroit Office sales staff.

Shopping center stores with equally heavy mall and parking lot entrance traffic will have the new stands at both the front and rear check-outs. Also, said Mr. Wade, stores where traffic demands it will have additional stands at other than the No. 1 and No. 2 check stand positions.

A SURE-FIRE THING

Secret Sam Super Spy Gun Sets Sight on Bang-Up Sales

It was a foggy morning. The dark figure walked gingerly through the field as if he was treading on mines. He stopped. Opening the attache case he carried, he removed a pistol. To the pistol he attached a rifle stock, a periscope sight and a silencer.

Then he quickly scribbled some figures on a small piece of paper and inserted the paper in a message missile which he attached to the front of the gun. He was ready.

Could it be Secret Agent 001 on the treacherous trail of another master spy? No, it's just a boy playing with the Secret Sam international super spy set he bought at a Kresge or K mart store.

The Secret Sam, advertised on national television, is expected to be one of the biggest items in Kresge and K mart toy departments this year, reported Buyer Henry E. Mertins.

If author Ian Fleming's secret agent James (007) Bond had been equipped with Secret Sam in addition to his own special attache case he might have avoided many spine-tingling mishaps on his assignments.

Secret Sam comes cunningly disguised in an attache case with a full assortment of accessories including a secret camera which takes pictures through an opening in the side of the attache case. When inside, the camera is controlled with a button on top of the case, and operates normally outside the case.

The gun can be fired while concealed inside the case; the bullets shoot out of an opening in the case's side. For those hard to see spies, the secret agent needs only to attach the periscope sight to the top of the pistol.

In addition, Secret Sam includes an attachable rifle stock, a silencer which actually deadens the sound of the gun's firing and a message missile with which you can shoot messages to fellow agents.

Then there is the Multi-Pistol 09 with an optical sight, long and short range bullets, barrel extension for long range accuracy, exploding grenade, cap-detonated torpedo bomb, secret message missile and an armor-piercing rocket.

What happens when the secret agent runs out of bullets for his Multi-Pistol 09? He simply flips open the bottom of the handle and a concealed secret derringer cap pistol pops into his hand for instant action.

The two secret agent toys are Topper Toys, manufactured by the De Luxe Reading Corporation in Elizabeth, N. J., and are stocked by all K marts and over 500 Kresge stores. They are ordered through the Kresge Warehouse.

So if your young customer wants to be a secret agent extraordinaire, recommend Secret Sam and Multi-Pistol 09, used by the best of "international agents."

Shareholders are welcomed to the Detroit Office for the company's 53rd Annual Meeting. President Harry B. Cunningham tells assemblage: "I am confident our sales and profit figures for 1965 and the next five years will indicate the Kresge organization has prepared well for the outstanding potential of present economic and population trends."

President Cunningham visits with Manager William H. Allgeo (left) and employee shareholders from Kresge 123 in Southfield, Mich., who are attending their first meeting.

Family Spirit Prevails at 53rd Annual Shareholders' Meeting

(Continued from page one)

T. George King, former vice president, real estate, and Russell C. Davies, former managing director of the Canadian company.

His informal introductions over, Mr. Cunningham called the meeting to order. When the first official business was completed, the election of the Board of Directors, Mr. Cunningham saluted John B. Hollister, vice president, real estate, who was newly elected to the Board.

He said: "Mr. Hollister's department has been heavily involved in our move to the suburbs, in our hundreds of store-closings and, of course, most recently in the development of our K mart program. I have heard it said many times that no national retailing organization has a more highly respected real estate department. So it is a special pleasure to have the man responsible join our Board."

Before proceeding with his report on the state of the business, Mr. Cunningham commented on the retirements of three top company officers—John E. Hearst, William G. Walters and Stanley S. Kresge.

About Mr. Hearst and Mr. Walters, he emphasized: "I will not take time to publicly praise these two officers in terms appropriate to their outstanding contribution during their long and distinguished careers . . . I am sure they are aware of our gratitude and the high regard in which they are both held by their Kresge associates."

Referring to Mr. Kresge, Mr. Cunningham remarked: "The third gentleman is not retiring today, but Mr. Stanley S. Kresge's 65th birthday will occur on June 11, and he will retire from active service as a Kresge employee on June 30 . . . It would be superfluous for me to comment at length about Stan Kresge. We all know that he is a worthy son of a distinguished father, the founder of the Kresge Company." (The remainder of Mr. Cunningham's tribute is included in Mr. Kresge's retirement story in this issue.)

Mr. Cunningham then gave his report to shareholders. Highlights of his address were:

"For the third consecutive year, we are leading all truly national retailing firms of all kinds in sales percentage increases over the preceding year's figures . . . Our new-store program continues to produce outstanding profit return on investment. With 94 K marts now in successful operation, our organization is developing greater competence at all levels in this rapidly growing division . . . We have no intention of phasing out the Kresge variety store operation. Several hundred stores are producing satisfactory sales and profits. More than 350 are in suburban shopping centers with good future prospects . . . . The Jupiter conversion program has been importantly helpful in stemming profit losses at many deteriorating (variety store) locations . . . We now expect to exceed our billion-dollar sales goal no later than 1967 . . . It is hoped that sustained improvement in earnings will justify further dividend increases, but the cash demands of our ambitious expansion program will continue to dictate a relatively conservative pay-out policy . . . We are still conservatively predicting a total 1965 sales increase of at least 17 percent, which will put us over the $800,000,000 mark for the full year."

A lively question and answer period ended the company's 53rd Annual Meeting. Shareholders asked for some answers, offered some advice and extended some pats-on-the-back.

Sales Department Plans August Sales Contest

Plans are underway in the Detroit Office sales department and buying offices for this year's August Sales and Net Profit Contest, reported Ervin E. Wardlow, sales director and general merchandise manager.

Stores will receive contest rules by the end of the month.

Mr. Wardlow pointed out that managers can best prepare for a successful contest by starting now to follow-up closely on such important calls for orders as school hosiery, back-to-school stationery and supplies, wearing apparel information sheets, particularly those which apply to back-to-school and the August Hard Sell Program.

Referring to the August Hard Sell Program, Mr. Wardlow emphasized: "We gave the stores an especially strong program which will insure our pulling maximum traffic into our stores every week in August."

Shares of Kresge stock will again be the prizes for winning personnel. Surveys among district managers, store managers, assistant managers and store personnel "indicated they would rather have Kresge stock than cash prizes," explained Mr. Wardlow.

Mr. Wardlow stressed: "We have large sales and profit figures to beat during August, but we are confident that with the full support of our regional office and field personnel we will have a substantial increase over August 1964."

Retiring Stanley S. Kresge Reviews His 42-Year Career

(Continued from page one)

clared: "I don't know of any other business that has had as fine a public relations representative as Stan Kresge. He's liked by everyone and his gracious sincerity has made many an employee his personal friend."

Mr. Kresge attributes much of his way of life, living according to the Bible, to the teachings of Rev. M. S. Rice, his minister from 1913 to 1943 when Rev. Rice died. He added that his father, mother and his wife have been good influences in his life, also.

In the past few years, Mr. Kresge's wife, Dorothy, whom he married in October, 1923, has often traveled with him on store visits and on speaking engagements on behalf of the company. Mr. Kresge explained that he always thought it was good public relations for the employees to meet and talk with executives' wives.

The pride and joy of Mr. and Mrs. Kresge are their three sons: Walter, who runs a metal plating plant; Stanley Jr., a dairy farmer, and Bruce, a medical doctor. With 13 grandchildren, Mr. Kresge's photography hobby is natural. He has been the official movie photographer for Detroit Office picnics for nearly 20 years.

Despite Mr. Kresge's dual career as a Kresge employee and head of The Kresge Foundation, he has contributed his time to a wide variety of civic activities. For his alma mater, Albion College, he serves on the Board of Trustees and the Committee on Finance and Investment.

In line with his devoted interest in youth, he is on the Board of Directors of metropolitan Detroit's YMCA, was for several years on the Board of Trustees of Boys' Clubs of Detroit, is on the advisory committees of Southern Michigan Junior Achievement and the National Music Camp, Interlochen, Mich. He also serves on the Advisory Board of Detroit's United Fund.

As an active church member, he is on the Official Board of Detroit's Metropolitan Methodist Church, chairman of the Finance Commission, a member of the Board of Trustees and chairman of the Investment Committee for Endowment. This year, he was elected chairman of the sponsoring committee of the Mayors Prayer Breakfast in Detroit.

Other activities include the Detroit Rotary Club of which he is treasurer, the Economic Club of Detroit and Michigan Week.

In the business field, Mr. Kresge is a director of Surety Federal Savings and Loan Association of Detroit and the Alexander Hamilton Life Insurance Company in Plymouth, Mich. He was, for several years, a member of Grace Hospital's Board of Directors.

The academic world has bestowed 13 honorary doctorate degrees upon Mr. Kresge for his humanitarian work. Honorary degrees include those from the University of Michigan, Ann Arbor, which he attended for three years; Albion College; William Jewell College, Kansas City, Mo.; Ohio Wesleyan University, Delaware; Iowa Wesleyan College, Mt. Pleasant; Florida Southern College, Lakeland, and Oakland University, Rochester, Mich. His most recent honorary degree was conferred on Mr. Kresge June 12 by Eastern Michigan University, Ypsilanti.

Stanley S. Kresge, vice chairman of the Board (left), presents a scholarship to the National Music Camp in Interlochen, Mich., to a 16-year-old German flutist. Mr. Kresge made the presentation for the State of Michigan when he was in Europe with George Romney, Michigan's governor, during "Michigan's Operation Europe" businessmen's trip. At right is a Berlin government employee.

Kathleen Huckle Takes Regional Supervisor Job

CRO—Kathleen Huckle assumed the duties of a regional personnel supervisor in the Central Region, announced Howard R. Vescelius, regional manager. Formerly, Miss Huckle was personnel supervisor at Kresge 685, Lincoln Park, Mich.

She joined the Kresge Company in 1950 as a saleswoman at Kresge 490, Dearborn, Mich. She also served as floor supervisor and merchandise supervisor at 490.

D. P. Cockrum Is District Food Manager

David P. Cockrum, former food manager, has been appointed a district food manager in the Southern Region, announced George F. McVinnie, regional manager.

Mr. Cockrum, who assumed his new duties in March, is supervising the stores formerly under the direction of Norman A. Luna. Mr. Luna has taken over the management of the food department at Kresge 717, Atlanta, Ga.

Mr. Cockrum has managed the food departments at 742, 745, 725, and 566.

Japanese Supplier Visits D. O. Import

The Detroit Office had guests from the Orient in May. Mr. and Mrs. Hajime Sakai from Tokyo, Japan, and Taeko Koyasu, their correspondent interpreter, visited the Detroit Office import department during a business trip that also took them to Canada and South America.

Mr. Sakai is president of Sakai & Co., Ltd., in Tokyo. The Japanese firm supplies toys, dog toys and pin cushions to the Kresge Company. Robert T. Rodgers, Kresge's import manager, visited the Sakai company during his trip to the Orient in May and June.

D. O. Bowlers Win Kresge Tournament

The fifth annual Kresge Bowling Tournament held May 16, in Bowling Green, O., proved a victory for the 10 top bowlers of the Detroit Office Men's League. Detroit bowlers defeated the 10 top bowlers of the Kresge Warehouse Men's League by five points to three.

During the event, thunderstorms lashed the area and lightning struck the building in which the Kresge teams were bowling. No one was injured.

The win was the fourth in five years for the Detroit team. Winners were: Harold Gates, Larry Baker, Earl Gray, Russ Voakes, Bill Vesperman, Ralph Montgomery, Fenton Colthorp, Fritz Frederick, John Smith and Ed Bayer.

Warehouse bowlers were: Ron Van Meter, Dan Confer, Paul Rudig, John Quinn, Ed Springer, Leo Keller, Lou Baughman, Russ Baker, Frank Allred and Bill Roebuck.

CUSTOMER CREDIT ACCOUNT INFORMATION is filed in "tubs," open files, for fast reference at Detroit and Chicago Credit Offices.

COLLECTION DEPARTMENT employees at the credit offices check accounts and, where necessary, remind customers of missed payments.

BILLING MACHINES, run by trained operators, total the monthly statements which are later folded, inserted, sealed automatically.

Two Credit Offices Serve Accounts in 25 States

"Just say: 'Charge it, please.'"

Hundreds of thousands of credit transactions are handled monthly by the Kresge Company as a result of this customer convenience in Kresge and K mart stores. Just 100 people in the Detroit and Chicago credit offices keep Kresge's immense credit operation running smoothly. They are supervised by Herbert S. Christner, general credit manager.

H. S. Christner

D. A. Lloyd

R. R. Rosebrook

Despite their names, the two credit offices service large territories. The Detroit credit office, managed by Donald A. Lloyd, handles credit for 13 states: Michigan, Pennsylvania, New York, Kansas, Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Florida, Louisiana and Oklahoma.

The Chicago credit office services: Wisconsin, Indiana, Illinois, Missouri, North Dakota, South Dakota, Texas, Colorado, Wyoming, California, Arizona and New Mexico. Its manager is Richard R. Rosebrook.

What exactly do these offices do? If you follow a new credit application on its route from a store to one of the credit offices, you'll discover that it begins its life at the credit office in the new accounts department where a resume of the customer's past paying habits, obtained from the local credit bureau, is reviewed and evaluated.

When a new account is opened, a credit card is made and sent to the customer. At this point, the rest of the credit office's staff (over 50 employees in Detroit and over 40 in Chicago) goes into action. As soon as a customer makes a purchase with his credit card, copies of the sales slips are sent to the appropriate credit office and processed by the bookkeeping department, which also records any payments a customer makes. Most of this work is done on huge bookkeeping machines.

Each account is billed once a month on a predetermined date according to an alphabetical cycle billing schedule. A's are billed on one day, B's another day, etc. Billing machines run by trained operators do this work and the bills are checked and folded, inserted in envelopes and sealed by automatic inserting and mailing machines.

The collection department reviews the accounts from time to time and, where necessary, reminds customers of missed payments or discusses with customers the terms of their accounts.

The credit offices are open 65 to 70 hours a week to make authorization easily available to nearby stores during peak shopping hours or to provide help on problems unable to be solved by the local credit supervisor.

For stores beyond practical telephone range, account information necessary at store level, to properly authorize large charges for customers, is maintained in a file at one of the local stores. Stores in the same general area may then telephone this store for approval of charges rather than call long distance to one of the central credit offices.

Complete records of each account are filed in long rows of open files called "tubs" for daily reference. In addition all statements and related charge slips and payments are microfilmed prior to mailing to customers, providing permanent records in detail of everything mailed.

Although thousands of transactions take place during the life of a customer's account, the efficiency of the credit offices and their orderly maintenance of records makes it possible for a customer to use his credit card for many years, establishing for himself a record that can be used by other merchants in extending credit.

Two Assistants Join D. O. Buyers' Staffs

W. E. Sturges, vice president in charge of personnel, has announced the appointments of Marvin C. Johnson and Ralph N. Deffendall as assistants to buyers at the Detroit Office.

Mr. Johnson reported to the administration building May 5 to assist sporting goods buyer Arthur E. McDonald.

Mr. Deffendall reported to the administration building May 20 to assist health and beauty aids buyer Frederick W. Auert. Mr. Deffendall was transferred from K mart 4039, South Bend, Ind., where he was an assistant manager.

SEMINAR HIGHLIGHTS NEW DESIGN

Super 8 Movie Camera Debuts in K marts

The most revolutionary design in amateur movie making since eight millimeter cameras is being introduced in K mart camera departments throughout the company, related Buyer Dwight W. Presser Jr.

This new design, the Super 8, represents a major breakthrough in movie camera design, Mr. Presser pointed out, because it eliminates error in the mechanical aspects of movie-taking.

The secret to the Super 8 movie camera is a film cartridge which is dropped in the camera. After the film cartridge is inserted, the camera automatically adjusts itself for the proper filter and correct exposure setting.

The entire loading procedure of the Super 8 takes approximately seven seconds as opposed to one and a half minutes for a conventional movie camera. Also, because the film is factory-loaded into the cartridge, the photographer can load his camera in bright sunlight.

Mr. Presser added: "Because of the Super 8's simplicity, employees with little camera knowledge as well as experts will be able to sell these movie cameras."

Super 8 film is 8mm wide with 50 feet of uninterrupted shooting and has 50 percent more picture area than regular 8mm film, producing brighter, sharper movies, Mr. Presser said. When the film runs out, the camera automatically turns off.

K mart regional camera and jewelry supervisors saw demonstrations of Super 8 cameras by Eastman Kodak, Argus and Bell and Howell at a three-day seminar at the Detroit Office, May 12 through May 14.

K marts will sell Super 8 models manufactured by Kodak, Bell and Howell, Argus, Yashica and Crestline.

REGIONAL JEWELRY AND CAMERA SUPERVISORS discuss the Super 8 movie camera at three-day seminar. Examining cameras are (l to r): Buyer Dwight W. Presser Jr., James Hackney, James Flatt, Frank Smith, Curt Smith, Jerry Grenier, Bell and Howell representative.

JUPITERS . . . The Kresge Company's bantam discount units, like 4579 in Kenosha, Wis., have come into their own, filling a definite need in the company's retailing program.

Jupiters Contribute To Kresge's Success

"The Jupiter program has long ceased to be a stop-gap measure," stressed R. E. Valley, operations and merchandise manager, Jupiter stores. "It fills a definite need in the retailing program of the S. S. Kresge Company." Proof of its success is the conversion of almost 100 American Kresge stores to Jupiter since the first Jupiter came into being in May, 1961.

In his letters to shareholders in the 1964 Annual Report, President Harry B. Cunningham wrote:

"Continued progress was shown by the Jupiter discount division last year. Originated in 1961 as a defensive experiment to salvage older Kresge stores, our conversion program has now reached impressive proportions . . . Almost all converted stores are showing excellent net improvement."

Mr. Valley explained: "Conversion of a Kresge operation to a Jupiter operation is a change from a variety store to a bantam discount unit. In doing this, we have taken the best of the variety store assortment for the fastest possible turnover. Jupiters must always remain completely competitive with other local discounters. We guarantee our customers that Jupiter prices are equal to or lower than those in other discount stores in the same area."

The success of the Jupiter program has resulted in the upgrading of fixtures and equipment in the more recently converted stores. Several years of experimentation have resulted in a stabilized merchandise assortment.

Jupiter's ordering system is completely different from that used in Kresge and K mart stores. "We have our managers and their organizations to thank for this unique merchandising system," said Mr. Valley. "As we followed a path of experimentation, their suggestions, resulting from actual store experience, helped us to develop this ordering procedure."

Kresge organizations whose stores were converted to Jupiters are generally quite happy with the change, stated Mr. Valley. "From a Kresge unit with limited traffic, these people are now working in a store that hums with activity, where traffic resembles the 'good old days.' In many instances, a Jupiter's debut in a community has caused a resurgence of traffic to what was a deteriorating shopping area."

There will be a continuing program for considering the conversion of Kresge stores to Jupiter units.

STRIVE For Higher Standards in '65

This is the third in a series of five articles on attaining higher standards.

"So long as we can consistently, we [Kresge's] wish to offer our patrons a range of items as broad in assortment and equivalent in value as it has been our custom. This giving of good values has, as much as any other element up to this time, been responsible for the public's goodwill toward us . . ."

"Up to this time" was the Managers' Convention, May, 1916, nearly 50 years ago and the speaker was Roy R. Williams (later president from 1938 to 1946, now deceased). Through the years, merchandise awareness has remained one of the foremost aims of the Kresge Company.

Mr. Williams gave the following advice to managers at the 1916 Convention: "Increase your counter displays of big profit payers. Make your window displays of them more frequent. Become a closer student of all items and when you know all the uses and demands, you will have become a merchandise specialist.

"Cut down on your displays of the less profitable lines. Your superintendent will use judgment in the matter of display being in proportion to selling merit. Order your stock accordingly."

These same principles apply today. Richard C. Wade, sales promotion manager, Division I, noted: "Retailing today requires that a manager be an authority on the merchandise needs and customer likes and dislikes in his area. Merchandise awareness is acquired through the constant study of staple merchandise, new items, seasonal items and area needs."

Kenneth G. Sanger, sales promotion manager, Division II, pointed out: "Constant follow-up is necessary to see that assortments are maintained and merchandise displayed attractively and according to its selling merit."

Both agreed the tools necessary to maintain a good merchandise assortment are:

- **A competent department head who has merchandise awareness.**
- **Up-to-date list books, checking sheets and sales bulletins.**
- **Merchandise order schedule that is followed and ordered on a turnover basis.**

Smart managers and department heads know that counter maintenance, including good housekeeping, attractive displays and proper signing, is a vital part of sales getting, Mr. Sanger added.

Strive for Higher Standards in '65!

New Center To Facilitate Movement of Merchandise

Detroit's merchandise distribution center will move its operations to a new location in July in the New York Central Railroad's main Detroit yard.

The Detroit center is one of five company distribution centers which move freight in carload quantities and handle truckload and carload distribution to stores in the centers' respective areas. Other distribution centers are located in Charlotte, N. C.; Chicago, Ill.; Columbus, O., and New York, N. Y.

The centers supplement the functions of the Kresge Warehouse in Fort Wayne, Ind., by handling area bulk shipments and seasonal merchandise and by consolidating small freight shipments.

Detroit's new distribution building is more suitable to the company's type of freight handling and will give the center more opportunity to install material handling equipment necessary to increase productivity and speed delivery, explained Harvey E. Chapman, general traffic manager, Detroit Office.

The building has 26,754 square feet of space, two railroad tracks, 275 feet of truck back-in space and is being outfitted with data processing machines and IBM billing machines to facilitate paper work.

An innovation at the new location will be a tear-off label program. Double labels will be attached to merchandise as it arrives. Labels will be marked by IBM punches for appropriate destination and content.

When the merchandise is shipped out, one label will be torn off. The store receiving personnel will do the same with matching labels when merchandise arrives to make sure shipment is intact.

Mr. Chapman said the tear-off label program will speed loading processes and will make shipment checking more accurate.

The Detroit distribution center is located at a true Kresge address: 2727 Livernois. The Detroit Office's address is: 2727 Second Avenue.

The Kresge Foundation To Move Headquarters

Officials of The Kresge Foundation announced the moving of the Foundation headquarters from the Kresge administration building in Detroit to the new Detroit Bank & Trust Building at 211 Fort Street West in downtown Detroit. The move will take place sometime in July.

The Foundation headquarters are being moved to fill a need for larger quarters, explained a Foundation spokesman.

Buyer and 25 Girls Hold Reunion

Buyer E. Richard France had dinner May 4 with 25 girls he had not seen in 30 years. The occasion was the annual dinner meeting of the 1935 staff of Store 1030 (now closed), Highland Park, Mich. In 1935, Mr. France was floorman at 1030.

Mr. France's presence at the dinner was the result of an invitation extended to him on the phone by Virginia Hale Burt, a 1935 department head at 1030. Mr. France remembers her as "a little girl just out of high school who was so eager for business during that depression year that she would run from one end of the counter to the other so as not to keep customers waiting."

Mrs. Burt had seen a story in the paper about Mr. France's appointment to buyer at the Detroit Office. She called to ask him to join the annual dinner meeting at a Northland Center restaurant in Southfield, Mich.

"Can you imagine," exclaimed Mr. France, "30 years and the old gang is still getting together."

Mr. France reported it was an evening of reminiscing. Did he have any trouble recognizing the group when he arrived at the restaurant? "I was worried," admitted Mr. France. "After all, it was 30 years. But, I spotted 'Smitty' and she hadn't changed a bit. I called 'Hi Smitty' and from there on in, one recollection led to another until faces and places were all in order."

BEYOND EXPECTATIONS . . . That is how Buyer Roy F. Siegel explains the success of the company's first exhibit and sale of a collection of fine art at Kresge 123, Southfield, Mich. The company intends to hold fine art shows in the future at other stores.

Summer sportswear in fashionable bleeding Madras is modeled by members of Kresge 429's staff in Des Plaines, Ill. The models are, left to right, Linda Schnur, Kathy Klas, Diane Lindskoz and Gayle Ellison. Kresge participated in the center's summer promotion.

Record sturgeon, displayed at 4041, Sioux Falls, S.D., is held up by its captor—Floyd Drew, shoe department manager.

"A good time was had by all," reports Kresge 303, Arlington Heights, Ill., during the stores Hillbilly Promotion. Everyone created their own costumes, the P.A. system was used to announce special sales. The results—big sales increases and delighted customers.

Summertime Events Produce A-OK Sal

Chicago, Ill., Kresge 8 — The store's bowling queen is Ernie Lima who won an 18-inch trophy for high series of 1,674 and another trophy for 575 scratch high game series.

St. Joseph, Mo., Kresge 58—Employees honored Manager Richard C. Douthett on his retirement with a dinner party. Seventy persons attended. Assistant Manager Charles R. Franklin was master of ceremonies. Manager Douthett and his wife are making their home in Clearwater, Fla.

Superior, Wis., Kresge 78—The store picnic will be held in July prior to Ridiculous Days . . . . Skateboards continued to sell well, staffers reported.

Aurora, Ill., Kresge 81—A farewell breakfast was held for Florence Doemland, food department head, who retired after 11 years of service. Alma Augustine, who was assistant department head, has taken over the management duties.

63 Orphans Shop At Kresge 88

Belleville, Ill., Kresge 88 — On May 8, Kresge 88 was visited by 63 children from St. John's Orphanage for an hour of shopping. The funds for the shopping hour were provided by a local group. Free treats at the fountain were provided by Kresge's. After the annual event, the children were treated to a free movie at the local theater. A number of Kresge employees donated their time for this event to help the children . . . . Bowlers at 88 are: Marge Seelman, Anita Gadeky, Doris Conklin, Marcella Menard and Mae Athmer.

Hannibal, Mo., Kresge 89—As the flood rolled down the street in front of 89, Manager Fred C. Joy set up "water-watchin' chairs" in front of the store so the townsfolk could watch flood events.

Jacqueline Schmidt

Quincy, Ill., Kresge 98 — Jacqueline Schmidt, personnel manager, received her cap and gown as a graduate regent of the Moose, at Mooseheart, Ill., in the House of God. Jacqueline also placed first in a bowling sweepstakes.

Dubuque, Ia., Kresge 100 — Because the youth of Dubuque answered the call for volunteers during the flood so willingly, the city honored them and other flood workers on May 16, the official Sandbaggers Appreciation Day. Free carnival rides and refreshments were featured. Two dances were held for teen-agers.

Lincoln, Neb., Kresge 109 — The May birthday party featured a contest to see whether men or women are the best dress designers. The dresses were made with newspapers and pins. The men won by a wide margin.

Kresge 130 Sponsors Father's Day Drawing

Joliet, Ill., Kresge 130 — The Father's Day promotion will be climaxed with a drawing. The winning father will receive three days interest on a million dollars . . . . Manager Sheldon Lyman presented Joy Olin, candy and delicatessen, the Katy-Did Award for the month . . . . Stephen Mayfield, part-time, was awarded a graduate fellowship in science to Kansas State University. He plans to study small ring and carbene organic chemistry.

Fort Dodge, Ia., Kresge 145—Two employees — Florence Dillon and Hazel Stephenson — competed against each other during the bowling season. Each was on an opposing bowling team. Florence's team was the final winner.

Rose society president selects 231's bushes, Fargo, N.D., for top prizes in annual rose show.

Homemade Easter cakes are a sensation at 82, Kansas City, Mo.

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Council Bluffs, Ia., Kresge 154—Sandy Strong, sales, was chosen Model of the Week by the local newspaper and wore an ensemble of clothes and accessories from Kresge's for a photograph in the paper . . . . After 17 years of service, Nina Harding, department head of household and horticulture, retired. She was honored by fellow employees at a dinner party. Betty Gosda assumed her duties.

Cedar Rapids, Ia., Kresge 170—Judy Morley, glassware and appliances, received a letter with 50 cents enclosed from a customer thanking her for a loan of seven cents which enabled the customer to pay for all her purchases . . . . Spring fashions from 170 were modeled at a center style show . . . . Orchid corsages, plants and other flowers were featured for Mother's Day . . . . The drug and cosmetics department received a face-lifting with white shelving and easy-to-read merchandise labels.

Oshkosh, Wis., Kresge 181—Rose Reiter, Past Worthy High Priestess of Bethel Shrine 52 in Oshkosh, was appointed Supreme Queen's Attendant at the National Session held in Miami Beach, Fla., on May 4 through 6. Rose is head of decorative flowers, greeting cards and gift wrap.

"Go-Tiger" lipstick display is Katherine Colegrove's creation at Kresge 130 in Joliet, in Ill.

Proving a point is 145's salesman, Assistant Delano F. Helm.

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Salina, Kan., Kresge 197—Manager Ralph D. Peters was elected president of Sears Center Association . . . . Kresge 197 is proudly displaying the General Electric Large Lamp Department Award which it won for the best lamp merchandising in Kresge stores for 1965. During the G.E. Lamp Contest, one store in each district won this award.

Appleton, Wis., Kresge 202—Employees were honored by the local Community Fund which presented them with a gold certificate for outstanding citizenship. The award has been hung in the employees' lounge.

Peoria, Ill., Kresge 242—The annual Rodeo Days will take place at Sheridan Village Shopping Center June 23 through June 26. There will be a sidewalk sale, pony rides and carnival rides . . . . Phyllis Davis was high bowler for the Kresge team.

303 Participates In Shower of Values

Arlington Heights, Ill., Kresge 303—Manager Hans Berres had to head for the store's roof during Centralia's Shower of Values when about 50 balloons which had been dropped by a plane fell onto the roof. Each balloon contained a free merchandise certificate.

Omaha, Neb., Kresge 401 — The Moonlight Madness promotion went over with a bang, related Reporter Ruth Rady. Mountain Dew, a soft drink by Pepsi, was promoted along with Mountain Dew hats. Mountain music was piped to the streets and most stores remained open until midnight.

Milwaukee, Wis., Kresge 446 — The electric department received an unusual request when a former customer moved to Mississippi and wrote asking the store to send three candle shades. She lamented about how she missed shopping in Kresge's Bay Shore store.

Diana Trampf

Mt. Prospect, Ill., Kresge 502—Diana Trampf, cashier, won a first place trophy and prize money at the end of the bowling season. Her average was 129. Larry Jurgensen, assistant manager, ended his season with an average of 151. His team placed third in league standings . . . . Food Department Head Benimiano Mazzetta reported that the grilled cheese and float with coke promotion went over big . . . . Regional Personnel Manager William F. Warburton was the guest speaker at a Distributive Education banquet on May 12. Kresge people who attended were: Helen Sanew, Rose Page, Martha Schelsky and Penny Schelsky, president of her D.E. class.

Oak Brook, Ill., Kresge 503 — Office Manager Helen Hvizdos held an assistant managers' office training seminar. The two-day seminar was attended by Clyde Burkle, 253; Robert Larson, 429; Donald Deatherage, 594; Richard Swank, 220; Donald Smith, 303; Ronald Schackart, 480; John Von Der Vellen, 4568, and William Underwood, 8 . . . . Manager Edward G. O'Brien and Janice Paskiet, sales, attended a banquet in recognition of Kresge's participation in the Willowbrook High School D.E. program.

Chicago, Ill., Kresge 505 — Employees, under the direction of Manager Dewayne E. Stark, are working to prepare 505 for its closing July 3 in anticipation of conversion to a Jupiter operation. Its grand opening as a Jupiter will be August 5.

554 Begins Summer With Credit Contest

Moline, Ill., Kresge 554 — The summer season was started off with a credit contest with the losing team treating the winners to an outdoor barbeque at a local park . . . . Barbequed chicken was the high spot of Grill Promotion Day held in the plaza parking lot . . . . A July sidewalk sale is planned . . . . Alice Bowman, a member of the Kresge bowling team, was presented a trophy at the bowling banquet for having the most improved average.

Iowa City, Ia., Kresge 559—Employees plan a store picnic for the staff and their families.

Decatur, Ill., Kresge 641 — Betty King, bookkeeper, reported that her bowling team tied for third place. Mickey Garvin, jewelry head, won first place in the bowling sweepstakes and Sharon Picau came in third. The bowling banquet was held May 12 at the Figure 8.

Skokie, Ill., Kresge 656 — Employees honored Tillie Mudloff on her 40th anniversary with the company at a dinner party at the Como Inn in Chicago.

Kresge 671's Staff Goes Potluck

Rapid City, S.D., Kresge 671 — Everyone enjoyed a potluck supper at Sioux Park in May despite the fact that Rapid City and the Black Hills area had up to two and a half feet of snow Mother's Day weekend . . . . The bowling team celebrated the end of the season with a banquet at the Esquire Supper Club.

Mason City, Ia., Kresge 680 — Mildred Evans, office, was presented a trophy for her high scratch series of 576 in the mixed league bowlers. Her 10-year-old daughter was the proud winner of three trophies in the junior league and was also named bowler of the year in the bantam league.

Grandview, Mo., Kresge 689 — Plans are in progress for the annual store picnic.

Wichita, Kan., Kresge 697 — The Parkland Shopping Center's 10th Birthday Shopping Spree featured 43 prizes. The 10-day event, which began May 14, brought lots of extra sales to 697, reported KRESGE NEWS Reporter Dorothy Foster. Wooden nickels were also given away and cashed in at all stores . . . . Geranium plants sold fast in May, staffers reported.

Dubuque, Ia., K mart 4018 — Check-out staffers Betty Bauer, Kathy Kelly, Barb Urban, Mary Mullen, Harriet Huber, and Patricia Simon composed a poem entitled: "Ode to a Checker."

While the Mississippi overflows, Kresge people fight the floods. At left, a street just two blocks from Kresge 100, Dubuque, Ia., is completely submerged. At right, Jupiter 4584, Clinton, Ia., stands protected by a sandbag dike which Kresge men helped build in the business district.

les in Midwest

Manager Hans Berres tosses gift certificate balloons from roof of 387, Centralia, Ill., during city's Shower of Values event.

4079's staffers in Fort Wayne, Ind., prepare K mart's patio shop.

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St. Joseph, Mo., K mart 4026 — The second anniversary truckload sale on the parking lot was a huge success, related Reporter Josephine Lehman.

Greensburg, Pa., K mart 4032—Camera Department Manager Phil Tucker received an award for his suggestion on Vacation Film and Processing Plan. Mr. Tucker used the plan last year in his department and had very good results.

Sioux Falls, S.D., K mart 4041—Fellow employees are proud of the store's two bowling teams. The women's team have been runners-up for the Star League championship for two consecutive years. The men's team were champions of the Olympic League and each team member received a trophy. The two teams vied for a store championship with the men winning by 114 pins. Manager Glen Underwood donated a "traveling trophy," which the men will keep this year.

Fort Wayne, Ind., K mart 4079—Staffers look forward to a thriving summer business from the patio department. The patio department features garden tools and supplies, the pet shop, decorative flowers and the picture department.

Clinton, Ia., Jupiter 4584—"Old Man River decided to go on a rampage, but 4584 took it all in stride. As the Mississippi River crept toward a flood crest of four feet above previous flood records, we were busy moving merchandise from the basement, filling sandbags and installing two pumps sent to us from Kresge 275, Elmyra, N.Y. After all the merchandise was high and dry on the second floor Manager Ronald G. Burdick and I volunteered our services in the building of Clinton's protective dike which eventually saved the business district. Manager Burdick's confidence finally reached the point where he waged a bet of a coke and a grilled cheese sandwich with Dave Stipes, stockman, that we wouldn't get a drop of water in the basement. As this reporter was passing the office yesterday, it was observed that Manager Burdick was enjoying filling out return sheets with a coke and sandwich at his side," wrote Assistant Manager Dennis Herrold.

Kresge Kapers

Erie, Pa., Kresge 76 — Reporter Gertie O'Day related that a teenager asked the sales clerk: "Do you have a convulsion card?" She wanted a convalescent card.

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Elkhart, Ind., Kresge 237—Enthusiasm and determination brought honor to June McIntire, part-time, but not without mishap. June related: "As a member of my school's science club, Echoes of Einstein, I needed a rabbit for a special science project. A friend gallantly offered to get me one, but implied I couldn't get one on my own. Naturally, I was determined to show I could and so set a trap in the woods at a river the next evening. I returned the following evening to see what I had caught and jubilantly discovered a beautiful, brown bunny. Although I caught my hand in the trap while trying to free it, I finally started back with the little bunny under my arm. As I neared the road I met a man who told me what a nice specimen I had and asked what I thought it was worth. Innocently, I replied that I wasn't interested in selling it. Undaunted, he said he thought $4.50 would do —$2 for out-of-season trapping and $2.50 for trapping without a license. After paying the game warden, and later a doctor for a tetanus shot, I had spent $11.50 and still didn't have a rabbit. My friends came to the rescue and helped me obtain another rabbit—legally—and I finished the project for which I received the coveted silver pin, the first girl in the club's history at my school to do so."

Western Promotions Set Fast Pace

Tucson, Ariz., Kresge 706—Wes Fowler, captain of the losing credit contest team, washed Larry Baird's car in front of the store. Mr. Baird was captain of the winning team and the car wash was part of the winners' prizes. The losers also served breakfast to the winners. Special honorable mention went to Rachel Vigil, food department head, who turned in 39 applications during the two-week contest.

Canoga Park, Calif., Kresge 711 — The store plans a July 4th employee picnic . . . . The entire line of summer sportswear and swimwear was modeled by staffers at a fashion show held May 21 and May 22 . . . . An anniversary breakfast and sale marked the store's fifth anniversary.

Vallejo, Calif., Kresge 712—Hot dogs barbequed on an outdoor grill were featured during the store's Fun in the Sun Sale . . . . Dorothy Campbell was promoted to fountain supervisor.

Hawthorne, Calif., Kresge 718—Staffers hoped to make the annual Fun in the Sun promotion the biggest ever, said Inez Wheeler.

Phoenix, Ariz., Kresge 722—Lucienne Nadon won the prize for the most creative costume using fabric, decorative flowers and artificial birds during the centerwide Crazy Daze promotion . . . . Employees plan a store picnic for July 4th.

San Diego, Calif., Kresge 726—Staffers and their families enjoyed a Memorial Day picnic. . . . Assistants Tom Twelmeyer and Robert Corrales and Manager Claude Z. Porter are leading the men bowlers in an 850 Scratch on Friday nights.

Kresge 747 Hosts Antique Auto Show

El Paso, Tex., Kresge 747—A successful antique auto show sponsored by Bassett Center brought many extra sales to 747, reported Manager Floyd J. Cole. The event was held on the mall in front of 747. Fifteen antique cars, ranging from a 1907 Brush to a 1929 Cadillac touring car, were on display. The owners of the cars wore appropriate clothes. Prizes were awarded to the participants wearing the best costumes . . . . A week-long Cook Out School featured local disc jockeys, postmasters, newspaper reporters, etc., competing for the title of Best Chef. Each contestant had his own grill set up on the mall. Manager Cole was a judge. . . . Staff members and their families enjoyed a picnic on May 23. . . . Karla and Her Chimps entertained shoppers at the center during a promotion. The chimpanzees performed acrobatics, roller skating and stick horse riding.

Albuquerque, N. M., Kresge 754—Bowling participants held a potluck supper at the end of the bowling season . . . . Grass skirts and muumuus were the dress during the center-wide luau.

Las Vegas, Nev., Kresge 764—Staffers held the annual picnic at Boulder Beach on May 30.

TYFSAK Spirit

The losing credit contest team, 706, Tucson, Ariz., cooks breakfast for winning team members.

Kresge 722's staff creates proper spirit for Crazy Daze by donning costumes in Phoenix, Ariz.

Annual Helldorado Days in Las Vegas, Nev., inspires appropriate dress at 764 for the event.

747's Manager Floyd J. Cole (at left) judges entry in Bassett Center's Cook Out School in El Paso, Tex. Swimsuit styles (at right) are modeled by Anna Lujan (l to r), Esther Proo, Jackie Abercrombie.

Kresge 790 Strengthens International Friendship

Chula Vista, Calif., Kresge 790—A gay pinata party along with the unveiling of a statue of Benito Juarez, famous Mexican patriot, highlighted the special events which took place at Chula Vista Shopping Center when the governor of Baja California, Mexico, made his first official visit to Chula Vista. The governor presented the statue to the shopping center in honor of Cinco de Mayo (fifth of May), the day 103 years ago when the French were defeated by the Mexican army. More than 500 people attended the unveiling ceremony. All day long, Mariachi bands strolled through the plaza that was decorated with Mexican handiwork. Charter buses ran from the center to the Mexican border seven miles away bringing Mexican citizens to the center to participate in the celebration. After the ceremony, the governor and his party were feted by the merchants and the officials of the city. With the large crowds the celebration drew, Kresge 790 had a good sales day, but more than that the celebration strengthened friendship between the two countries, related Reporter Mary Burks.

Fresno, Calif., K mart 4011—Winchester-Western, of New Haven, Conn., awarded Bryan Eaton, sporting goods manager, Robert White, assistant sporting goods manager, and Robert Sutton, sales, proficiency certificates in gunology for having successfully completed that company's comprehensive course for professional firearms salesmen.

Fresno, Calif., K mart 4068 — Robert Good, sporting goods department manager, received notice that he was top man in sales for his department in the United States . . . . The annual store picnic for employees and their families was held May 31 at Wildwood Country Club. Entertainment included swimming meets, golf, tennis, relay races and other games. Prizes were awarded. The office staff served as hostesses.

Kresge Kapers

Chula Vista, Calif., Kresge 790—"Let's all think about decorating our store for Easter," Manager William E. Roach told the staff. "And if you can't think of anything else, just see Miss Yager [Lilly Yager] and she'll lay an egg for you. She's always cackling anyway!" The local newspaper reported the proceedings: "Well, Roach's advice brought down the house, but it gave birth to something else. A few hours later, Manager Roach received, all beautifully wrapped and be-ribboned, a big shoe box jammed full of that plastic green grass that's sold at Easter time. Hidden in the grass was a huge styrofoam egg, and on the egg, written in purple ink, was this tender, touching message: 'Dear Mr. Roach, I did it. I laid an Easter egg. Just for you. Love, Lilly.' How's that for a real Easter Lilly?"

4068, Fresno, Calif., hosts busload of Texas nursing students on their way to San Francisco.

Centralites Stage Contests, Earn Community Honors

Sue Moses, of 117, Terre Haute, Ind., represents an Army Reserve group during Armed Forces Week.

The Russian all-star basketball team stops for a shopping spree at Kresge 258, Indianapolis, Ind.

Assistant Manager Albert Loughner prepares for summer drink rush at 4079, Fort Wayne, Ind.

Sandy Kracko reigns as Skate Board Queen during a downtown event promoting sidewalk surfing fad. Sandy, of 428, in Saginaw, Mich., said: "I never knew royalty could have so many bruises."

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Dayton, O., Kresge 9 — Staffers honored Evalena Simpson on her retirement with a breakfast party. She totaled 23 years of service.

12's Staff Enjoys Cinerama Outing

Flint, Mich., Kresge 12 — Two buses filled with employees and friends traveled to Detroit for the Cinerama movie, "The Greatest Story Ever Told" on May 15. The group stopped for a snack at Ted's on the way home. . . . Alan Frost, merchandise manager, was honored at a retirement party May 27. Mr. Frost spent 38 years with the company. He plans to live in New York and do some farming.

South Bend, Ind., Kresge 101—A breakfast party marked the retirement of Ethyl Gleeson, millinery.

Terre Haute, Ind., Kresge 117—Lawn chair sales rose rapidly with the temperature, wrote Reporter Joann Yotkewich. Lawn furniture was promoted by newspaper ads and over the P.A. system.

Lafayette, Ind., Kresge 204—Downtown merchants of Lafayette gave away a vacation trip to a lucky customer during a special promotion May 6 through 8. . . . At a special ceremony, Louise Allyn, electric department and KRESGE NEWS reporter, was presented with a plaque for her department and a desk set for going above her quota during the G.E. Bulb Contest.

Birmingham, Mich., Kresge 227—Von Portwood, infantswear department head, and Helen Guziak, hosiery department head, were third place winners in the Buster Brown Contest, Group I, Central Region. Both received $75.

L. R. Townsend Is Good Samaritan

Elkhart, Ind., Kresge 237 — Elkhart was badly hit by a tornado on Palm Sunday. Although there were many injuries, no one from 237 was hurt. Bookkeeper Charlotte Kuejm's barn was blown from its foundation and several windows in her house were broken. Cashier Louzenia Hodgen's house trailer was completely destroyed. She was unable to find even a piece of it. Manager Leon R. Townsend donated $200 worth of Easter candy to children in the disaster area. He and Mrs. Townsend distributed it themselves.

Inkster, Mich., Kresge 405 — Esther McDaniel, household department head, reported that sales were terrific during the Contact Contest.

Kresge 433 Wins In Blouse Contest

Saginaw, Mich., Kresge 433 — With the cooperation of all four store teams competing, Kresge 433 won first place in the Blouse Contest. Steak dinners were served to the winning team members and Helen Gotham, department head of ready-to-wear, won a $400 savings bond.

Ann Arbor, Mich., Kresge 468 — Manager Robert Maten and Wini Brown, ready-to-wear department head, each won a $250 savings bond for placing second in the Blouse Contest.

Fraser, Mich, Kresge 571—Chris Filthaut, infantswear, reported that the recent Baby Week sales promotion was a huge success. . . . Simone Friend, lingerie, received a shipment of nude lingerie and said she expects lots of enthusiasm among shoppers about it. . . . Cordelia Jankowski was promoted to stockroom manager.

Indianapolis, Ind., Kresge 583—High sales were the result of a promotion of 6,000 geraniums and budding plants, wrote Reporter Cathy Hutchison. . . . Department heads set up special displays for the annual pre-500 race Midnight Madness Sale, held May 28.

C. W. Renne Is Head of Merchants

Richmond, Ind., Kresge 597 — Manager Charles W. Renne was elected president of the Gateway Merchants Association on April 12 . . . . The store went over its quota in the G. E. Bulb Contest. . . . The Gateway Shopping Center celebrated its anniversary sale on May 15.

Muskegon, Mich., Kresge 626 — Susan Carlisle's senior theme was chosen the best in her class. The idea for her topic originated at Kresge 626. Susan and another part-timer, Mike Sipe, are both June graduates of Muskegon High School. . . . The store bowling team placed third in their division. It was the team's first year of competition.

East Lansing, Mich., Kresge 632—Emily Nelson, toy department head, received a Courtesy Citation from the local Rotary Club. During an East Lansing courtesy program held in connection with Michigan Week, the Rotary Club presented two citizens each week with Courtesy Citations. "She is always so courteous, smiling and willing to help one," wrote the woman who nominated Emily for the honor. The woman added: "She understand's one's needs." "I like to work in a public place and I try to help the customers in every way I can," Emily explained. She said: "One customer I waited on couldn't speak English so I drew what I thought she wanted. Then she finished the drawing and I was able to tell what she wanted. I really enjoy helping people find what they need and I always try to offer suggestions."

Emily Nelson

Robert Fisher (left) and David Detavenier practice dropping ping-pong balls on Charles Wilkinson prior to the ping-pong ball drop staged by 4039, South Bend, Ind. They reported successful results.

* * *

St. Clair Shores, Mich., Kresge 670 — The new fountain manager is Micky Molasky. . . . The store's interior is wearing a new look after changes were made in the counters.

Indianapolis, Ind., Kresge 672 — Rhea Stahl, horticulture, sold 5,000 geranium plants during Mother's Day Weekend. . . . Vivian Lee was promoted to ready-to-wear department head.

Rochester, Mich., Kresge 677 — A carnival set up at North Hill Plaza sparked sales May 18 through May 22. All the stores in the center participated in the event and were open every night until nine o'clock.

Kresge 681 Produces First Art Show

Birmingham, Mich., Kresge 681—May 17 to May 22 marked the first annual Student Art Show at 681. Produced by Manager Edward Evers, it was sponsored by Hope Picture Frame Company which offered three savings bonds as prizes. Eleanor Gador, department head, directed the show and promoted artists' supplies and equipment and framed pictures during the event. Craftint also donated a $20 set of oil paints for a prize. Customers brought in over 50 of their own creations on canvas and paper. The store also initiated a Student Artists Club whose members will receive a 10 percent discount on artists' supplies. Manager Evers said the show generated great enthusiasm among shoppers.

Saginaw, Mich., K mart 4038 — Employees honored Alvia Brink at a party on her retirement after 20 years of service with the Kresge Company. Alvia began her Kresge career in 1945 at Kresge 428, Saginaw, where she was in charge of the millinery department. At 4038 she headed the infantswear department.

K mart 4039 Sponsors Ping-Pong Ball Drop

South Bend, Ind., K mart 4039—The ping-pong ball drop was considered a total success, wrote Reporter Lorraine Nicodemus. The balls were dropped from a helicopter by Charles Wilkinson, advertising manager. One load of balls hit the roof where the assistant managers rescued them. Customers commented on what a good idea it was and others asked when the next drop was to take place. The gifts included such items as lawnmowers, bicycles, peat, fertilizer and thousands of others.

Wheeling, W. Va., Jupiter 4503—Madelyne Hebrank, sales, has assumed the duties of KRESGE NEWS store reporter for Jupiter 4503. . . . Lou Stock looks forward to entering the Kresge training program in June when he completes his last semester of school.

Ashtabula, O., Jupiter 4518 — The outdoor garden shop for Mother's Day and Memorial Day proved a big success, wrote Reporter Peggy Burks. . . . Staffers anxiously awaited the annual store picnic. . . . Three staffers—Percy Mullens, stockroom; Janis Bisesto, check-out cashier; Susie Strandman, food department —graduate from high school this month.

Marion, Ind., Jupiter 4519 — Manager George E. Smeltz Jr. won first prize for his coin collection in the Grant County Coin Show held in Marion. Ever since Manager Smeltz was transferred to Marion from California, the area has suffered from snow, rain and tornadoes, and staffers hoped the first prize made it up to him. . . . Reporter Virginia McCrary and her husband were winners in a contest sponsored by her husband's insurance company. They will choose either a stereo or a deep freeze as their prize. . . . Lawn mowers and lawn furniture were top sellers in May, said Reporter McCrary.

Skateboard Mania Rolls Into 131

Assistant Cyril Bradley (l to r), Manager Darwin Wilson and Assistant Edward Schiappacasse demonstrate the skateboard, one of the best spring sellers at 131 in Ann Arbor, Mich.

'A Wholesome, Physical Drink'

Detroit, Mich., Kresge 1 — Because Kresge's serves some of the best cups of coffee in town, a British friend sent Bookkeeper Freda Pollock a newspaper ad that advertised the best cup of coffee in London, England. The ad read: "The following advertisement was published in London, England, May 19, 1657: 'In Bartholomew Lane, on the backside of the old exchange, the drink called COFFEE, which is a very wholesome and physical drink, having many excellent virtues. It closes the orifice of the stomach, fortifies the heat within, helpeth digestion, quickeneth the spirits, maketh the heart lightsome, it is good against sore eyes, coughs or cold, rheum, consumption, headache, dropsy, gout, scurvy, king's evil and many others. It is sold this morning and at 3 of the clock after noon.' We don't make these claims anymore—all we can do is give you a good cup of coffee. In fact, the best cup of coffee in town. Only . . . 10¢."

East Jumps into Fun in the Sun

Reading, Pa., Kresge 18 — Reporter Mary Byler wrote that a three-day salt water taffy promotion was very successful.

Springfield, Mass., Kresge 26 — A retirement breakfast was held in honor of Henry Little, head stockman, on April 28. In addition, a retirement party was held at Vincent's Steak House on May 25. Mr. Little intends to spend much of his time developing his small farm.

Stella Bellamy

Trenton, N. J., Kresge 65 — Assistant Manager Leo Camara presented Stella Bellamy, infants-wear, with a gift for her alertness in preventing shoplifting. Mr. Camara said Stella has discovered many shoplifters on her own. . . . Reporter Esther Hillmann said the discount sale of towels was terrific.

Erie, Pa., Kresge 76 — The store's bowling team captured the bowling trophy for the second consecutive year. The annual bowling banquet was held May 15.

Judy Auberger (left) and Josie Oliveri model sportswear styles from Kresge 382, Rochester, N. Y.

A parakeet display is the center of attraction in the pet department at 263, Jersey City, N. J.

80 Expects High Sales Of Seasonal Items

Paramus, N. J., Kresge 80 — Activities at Kresge 80 are really jumping with the arrival of summer, said Assistant Manager James R. Sibley. The seasonal promotions are blossoming with live geraniums heading the list. Fountain Manager James Smith said that he expects to surpass last year's summer sales. . . . Assistant Managers Mike Dybicz, Fred Wegehaupt and James Sibley attended an assistant managers' meeting in Irvington and came back with good promotional ideas as well as new suggestions for over-all store operation.

Kresge 110 Attracts International Shoppers

Lowell, Mass., Kresge 110 — Kresge 110 has become an international store. A visitor from Damascus, Syria, one of the oldest cities in the world, purchased many pieces of modern jewelry from 110 to take back as gifts to his native country. A family from Spain bought several dozen brightly colored earring and necklace sets. They explained that most jewelry made in Spain is of metal. . . . A full end of drinking glasses in trays proved to be an excellent seller, said Reporter Helena Boucher.

Meriden, Conn., Kresge 149 — A local newspaper reported: "Quick thinking by a suspicious downtown businessman and alert action by local police resulted in the prompt apprehension of three Hartford residents Saturday afternoon on check passing charges. John K. Moore, manager, telephoned police headquarters at 4:30 p.m. to report two suspicious-looking persons attempting to cash checks in his store. Moore told Lt. Anthony Mase a man entered the store, wanted to make a purchase and cash a payroll check drawn on the Hartford Cooperage Co. Moore, on a hunch, refused to cash the check. About 10 minutes later a woman came into the store, purchased $7.35 in goods and wanted to cash a payroll check also. This, Moore noted, was also drawn on the same Hartford firm but for a different amount than the one presented by the man earlier. Moore again refused to cash a check and the woman left." Manager Moore noted the license number of her car and called police. After police apprehended the pair and a third person, it was discovered they had nine checks made out on a check-writer machine in their possession. All were drawn on the same Hartford firm which had been robbed of 91 blank checks about a month before.

Pittsburgh, Pa., Kresge 182 — Sue Jordan has been promoted to food department head at 182.

New Bedford, Mass., Kresge 184— Fellow staffers congratulated Nancy Beijar, health and beauty aids, and Isabel Freitas, notions, for getting entries on the Sales Bulletin twice.

White Plains, N. Y., Kresge 230— Staffers expect June to be a top month for sales with lots of visitors to the World's Fair. The store has made many friends through the Fair. A woman from England orders two dozen hair nets every four or five months. She visited the store last year and now always attaches a friendly letter with her order and pound note.

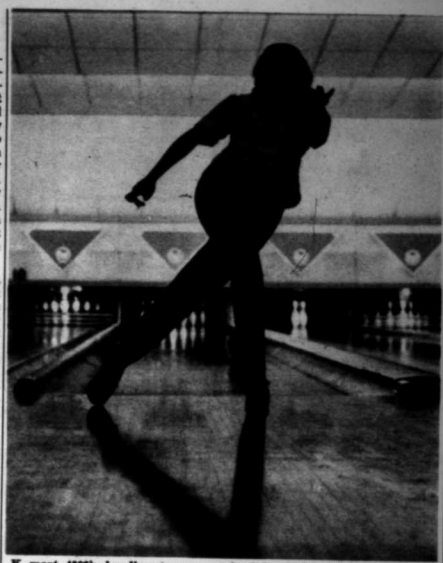
255's Bowlers End Season with Banquet

Quincy, Mass., Kresge 255 — The bowling season at 255 was topped off with a banquet. Mary Reynolds was awarded the trophy for highest average. . . . A very young man shopping for slippers for a Mother's Day gift, when asked what size he wanted, said very seriously: "Size 32."

Jersey City, N. J., Kresge 263 — Alma Herzog, pet department head, reported high sales during a parakeet promotion. . . . The horticulture department staged a continuous sidewalk sale and sold, at last report, over 300 dozen geranium plants in addition to a variety of other plants.

Elmira, N. Y., Kresge 275 — Staffers at 275 prepared for a busy summer and made plans to model new sun hats during the store's Fun in the Sun promotion.

Pittston, Pa., Kresge 282 — Employees reported that they were ready for the July Fun in the Sun promotion with big stocks of quality merchandise and special displays . . . . A cook-out is planned for this month.



K mart 4009's bowling team, captained by Helen Strike, rolls to a finish in Washington, Pa., at season's end. The banquet was April 27.
— photo by Michael Povich

Revell Inc. representative Tom Wormoth awards slot car to winner of a championship slot car race at 4034, in Mattydale, N. Y.

Manager Henry Nearing (left), Assistant Manager Alfred French oversee spring flower promotion at 4054, in New Kensington, Pa.

Manager James B. MaKibbin, 282, Pittston, Pa., presents unclaimed $10 bill to nine-year-old Billy Watson who turned the bill over to the office cashier after finding it in Kresge 282 while shopping.

291's Staff Competes In Layaway Contest

New London, Conn., Kresge 291— The May Layaway Contest provided a lot of excitement around 291. Team captains were Betty Hyde and Richard A. Fraga, assistant manager. The winners received a day's vacation plus breakfast served by the losers. . . . Because last year's trip to the World's Fair was so successful — 49 Kresgeites went — employees plan a similar trip for this year.

Rochester, N. Y., Kresge 382 — Swim suit and sportswear sales were sparked by Judy Auberger and Josie Oliveri who modeled Kresge apparel for customers in the ready-to-wear department one weekend.

New Castle, Pa., Kresge 422 — A Sunday evening steak dinner climaxed the bowling season with the Kresge team winners. All members of the Kresge team received trophies with their names inscribed on them. In addition, Bonnie Marks, china and glassware; Kay Jones, food department head, and Lola Moore, office, won door prizes.

Bayonne, N. J., Kresge 469 — The store has been newly painted for the summer season. . . . Reporter Frances Hogan said geranium and begonia plants went over big in late spring.

Kresge 474 Promotes Ice Cream Sandwiches

New Hyde Park, N. Y., Kresge 474 — With the arrival of hot weather, the store is promoting ice cream sandwiches with every check-out staffer suggesting them. Also charcoal and grills and beach toys are being promoted. A display of beach toys hanging from the ceiling boosts sales.

Washington, Pa., K mart 4009 — Michael Povich, camera department manager, is the new KRESGE NEWS reporter for 4009. . . . The bowling team finished 11th out of 16 teams in the league. Team members include: Helen Strike, captain, who totaled a final high score of 194; Marilyn Engel, who had a high series of 481; June Beadling; Jan Porter; Alice Hirst and Alice Kuhn. . . . Becky Miller, toys, got "electrifying results" while assisting the Human Dynamo during his appearance at the Washington Plaza Shopping Center May 6 through May 8. The Human Dynamo, Harold C. Baer, who spent 12 years developing his act, drew a capacity crowd during his visit. A group of local officials including Manager William H. Bolger, who is vice president of the Washington Plaza Tenants Association, witnessed a preview demonstration of the act on May 4.

K mart 4034 Offers Rose Growing Tip

Mattydale, N. Y., K mart 4034 — A regular customer of 4034 who is president of the Syracuse Rose Society offered this tip for rose growers: "Once a year, in early May, scatter one tablespoon of epsom salts on the ground around your rose bushes to make them sturdier." Reporter Francisca Dumas uncovered the tip when she discovered the customer buying a large bag of epsom salts from the store . . . . The bowling teams attended a bowling banquet on May 4 at Wysock's Restaurant on Oneida Lake. Captains for K mart teams were: Alta Raciti, Evelyn Yerton, Norma Pestillo and Alice Balch.

New Kensington, Pa., K mart 4054—Reporter Dorothy Franklin said a weekend promotion of Easter flowers in front of the store brought terrific sales results.

Reading, Pa., Jupiter 4504 — Ninety degree weather boosted sales of umbrella and table sets. Reporter Emma Geiger said sales were big.

Southerners Host Outdoor Events

Baltimore, Md., Kresge 20 — There was a lot of excitement in the store one day when two customers turned their French poodle dogs loose in the store while they shopped. . . . Because of a city newspaper strike, staffers put advertising circulars in every customer's bag.

Washington, D. C., Kresge 54 — The reopening ribbon of Kresge 54 was cut by Ray Ledmon, a 37-year Kresgeite from 54. Kresge 54 was destroyed by fire in 1964 and reopened April 22.

Kresge 56 Displays 'Outstanding Citizenship'

Louisville, Ky., Kresge 56 — Employees of Kresge 56 were awarded the Outstanding Citizenship Award by the United Appeal for their 100 percent participation in the Fair Share Club. It was presented to Lucille Higgins (KRESGE NEWS reporter), chairman, and Francis Carter, assistant chairman, by the Boy Scouts of America.

Lexington, Ky., Kresge 79 — Reporter Estaline Harris wrote: "Our hats are off to Assistant Manager Charles Phipps (now at 4076, Evansville, Ind.) for starting a worthwhile project at 79. For 1,800 empty cigarette packages a small blind boy may have a seeing eye dog. Every employee is saving the empty packages and asking friends and relatives to save them also. It doesn't cost anything or take much effort except a moment of thoughtfulness. It really makes one feel good to have a project of this type going in your store."

Paducah, Ky., Kresge 112 — The first week in May was Annual Clean-Up and Paint-Up Week in Paducah and Manager Wilbur Mortimer's picture appeared in the local newspaper with other merchants to kick off the event. The merchants were pictured sweeping up the downtown area. . . . Memorial Day weekend featured city-wide Coupon Days, May 27-29. . . . Staffers plan an annual summer picnic on Kentucky Lake with water skiing, boating, swimming and eating the main events.

Owensboro, Ky., Kresge 363 — The staff member who sold the most Easter corsages won an orchid corsage for herself. . . . Enthusiasm is high at 363, wrote KRESGE NEWS Reporter Mary Ellen Ams. Staffers' motto is: "We wear, we sell," as they model ready-to-wear fashions.

Norfolk, Va., Kresge 439 — The ready-to-wear department is a riot of color with new summer merchandise arriving every day.

Hampton, Va., Kresge 553 — Manager Emil C. Mahler, president of the Riverdale Plaza Association, presented a certificate, worth $50 to the lucky customer whose ticket was drawn at the Easter egg hunt promotion.

Norfolk, Va., Kresge 660—Manager Arthur E. Bertinet was the guest of Betty Cole at the Vocational Office Training Banquet for Princess Anne High School. The banquet was held at Pine Tree Inn. . . . Rose Westmorland is in charge of the newly-installed photo studio.

695 Announces New Reporters

Hagerstown, Md., Kresge 695—New KRESGE NEWS store reporters are Joan Jones, jewelry department, and Carol Jean Wollard, hosiery department. . . . Merchants of the Long Meadow Shopping Center sponsored carnival rides, with participating stores giving out ride tickets to customers. Rides included were the merry-go-round, ferris wheel and kiddy cars.

Atlanta, Ga., Kresge 700 — The annual picnic was a family affair with all Atlanta Kresge and K mart stores attending.

Bonnie and Connie Page, K mart 4084, Lynchburg, Va., hold two dogs from the store's booming pet department. Begun as a traffic incentive, the department has sold over 70 A.K.C. registered dogs.

K mart 4084, Lynchburg, Va., held the first area dog show to the accolades of dog lovers. Manager Charles H. Shingler (center) poses with the Best in Show and Best in Obedience dogs and owners.

* * *

Little Rock, Ark., Kresge 702 — A local garden club member reported that flowers, grown from bulbs purchased from 702, won first prize in a flower show. The winning flowers were Majestic Pink Dahlias. . . . Sharkskin skirts were best sellers for Mother's Day, related Bernice Tillman, ready-to-wear department head. . . . Eunice Ashmead, pets, reported an enlarged pet department and a rise in sales of tropical fish. Manager Donald E. Horton proudly announced that his pair of Bettas, purchased at 702, spawned some baby Bettas.

Orlando, Fla., Kresge 740 — Employees are planning the annual store picnic for July and hope to go to the beach. . . . Kresge 740 held a sidewalk sale in May. . . . Irene Dalton promoted National Baby Week in her department.

Festival of Art Is Hit at 744

Oklahoma City, Okla., Kresge 744 — Penn Square hosted the annual Festival of Art on May 8 and 9 on the mall where oil paintings, water colors, sculpture and modern art were displayed. The festival always attracts large crowds to the center and this year customers were judges, casting ballots for their favorite works of art. In addition, local singing and dancing groups performed throughout the day. Sales activity was hot in the food department where submarine sandwiches sold faster than three staffers could make them. Artists flocked to the hardware department to purchase drapery hangers to hang their pictures. . . . A new toy publicized on television — the Zoomerang — went over big with the first supply depleted almost as soon as it was put on the counter.

Fort Worth, Tex., Kresge 761 — Kresgeites dressed up in their zaniest outfits for the Richland Plaza's annual Crazy Days, May 13 through May 15. Prizes were awarded to the employees with the craziest outfits.

3004, 3007 Form Bowling Team

Ponce, Puerto Rico, Kresge 3007 — Managers and assistants from Kresge 3004, Ponce, and Kresge 3007 teamed up to bowl in the "700 League." At last report, the team was tied for second place. Bowlers are: Manager Howard D. Boldman, Assistant Manager Warren Wilson, both of 3007; Manager John Winslow, Assistant Managers Forrest Gothardt and James Bellamy, of 3004.

Colorado's Miss Wool Visits K mart 4029

San Angelo, Tex., K mart 4029—Miss Wool of Colorado, Sandra Kay Harris, visited 4029 one morning to talk with shoppers. As a sponsor of the Miss Wool of America Contest, K mart 4029 was honored with contestants and other sponsors at a luncheon the same day at the Town House Hotel.

Hot Springs, Ark., K mart 4046 — Margaret Schwyhart, regional personnel supervisor who hired 4046's personnel before its opening, paid the store a surprise visit.

Charlotte, N. C., K mart 4053—The employee golf tournament on May 16 drew the staff in full force. Prizes were won by Colon Cooper, hardware manager, and Creig Richards, home improvement manager. . . . A hardware clinic was held for managers of 4016, Greenville, S. C.; Columbia, S. C.; 4075, Raleigh, N. C., and 4060, Charlotte . . . . Neighboring stores attended an advertising meeting at 4053 to plan the July 4 tabloid promotion.

Charlotte, N. C., K mart 4060 — K mart 4060 has four detectives and a KRESGE NEWS reporter, all trying to make the *New York Times*, related Reporter Sandra Humphrey. She explained: "Assistant Managers Derwood Aydlette and Marion Green started to unlock the store on a rainy morning when George Hill, stockroom, pointed out a safe on the sidewalk. A number of employees gathered around to look at the 500-pound safe. Since it had never been seen before, it was decided that the police should be notified. After the patrolman arrived, Sandra Humphrey, store reporter, believing she was reporting her first real big story, proceeded to take a number of snapshots. After several attempts to lift the safe into the police car failed, it was rolled to the stockroom for *safe keeping*. About this time Manager Richard J. Thorp arrived and set everything straight. The safe had been installed by the Kodak Processing Laboratories so that film could be left by our camera department for night pick-ups. Everyone involved in the "mystery" felt a little ridiculous but it sure did give some color to our store — red faces!"

Atlanta, Ga., K mart 4072 — Wilma McLean, personnel supervisor, began a project of saving empty cigarette packages which has become a store-wide effort. A certain amount of the packages will purchase a wheel chair for an invalid. . . . Bobby Buckalew, sporting goods manager, planned and executed an outdoor sporting goods show which was highly successful, said Reporter Barbara Smith. He was assisted by Shirley Nunn. . . . Promotions include: Donna Rogers to head bookkeeper, Ann Johnson to bookkeeper, Bobbie Swaney to check-out supervisor and Jean Turner to patio department manager.

Clarksville, Ind., K mart 4073 — Two truckload sales proved to be big successes in May, said Reporter Mary Kennedy. One featured lawn furniture and one promoted fans.

2,000 Attend 4084's Dog Show

Lynchburg, Va., K mart 4084 — The first dog show held by K mart 4084 turned out to be more than a success, said Reporter Louise Truxell. More than 75 owners showed their purebred dogs to over 2,000 people. Area dog owners were especially pleased and thanked the store for its efforts. More than five dogs were sold and the hot dog stand grossed big profits, Reporter Truxell added.

Charlottesville, Va., K mart 4090 —"Along with Easter and Mother's Day, spring and summer were welcomed to 4090 with the Dogwood Festival. The festival brought about a hectic situation one Saturday night just before closing. A busload of students, out-of-town twirlers that had been in the parade that day, arrived for a late snack. In less than five minutes this reporter (Rachel Rinehart) found that not one employee or manager was where they normally were. Supervisors and assistant managers helped cook hamburgers and make malts in the snack bar and others had temporarily taken their positions. The normal closing hour is 10 p.m., but staffers said goodbyes to their guests at 10:30 p.m."

Petersburg, Va., Jupiter 4548 — Manager William E. Mastin qualified for a nationwide telecast bowling tourney.

Chicago Bears star Doug Atkins, is pictured with Manager John J. Goudie, 4071 Marietta, Ga.

Kresge 713, Atlanta, Ga., ties its Fun in the Sun event in with center promotion. Staffers (l to r) April Huffman, Celeste Chamness, Dorean Sarratt, Opal Sweat and Wanslie Peace model styles.

Manager John H. Worful at 4029, San Angelo, Tex., hosts guest celebrity, Miss Wool of Colorado.

Customers follow the footsteps and youngsters to Buster Brown counter at 700 in Atlanta, Ga.

65

68-Year-Old Letter Reveals Kresge Heritage

In 1897, the original Sebastian Kresge wrote a letter to his son, Sebastian [founder of the S. S. Kresge Company and now chairman of the Board], two weeks after young Sebastian's marriage. The son was busy learning the five and ten cent business with J. G. McCrory in Memphis, Tenn.

This year, the 68-year-old letter was turned up by the elder Mr. Kresge's grandson, Stanley S. Kresge, now Board vice chairman of the company founded by his father. The letter revealed some of the atmosphere of quiet piety, hard work and thrift in which Founder Sebastian S. Kresge grew to manhood and which was later reflected in the founding and growth of the Kresge Company.

The letterhead read:

Sebastian Kresge
Dealer in Fertilizer
Farming Implements & Seeds
Gilberts, Monroe County
Pennsylvania

In the letter, dated December 30, 1897, the elder Mr. Kresge wrote: "Dear Son and Wife: We received your letter today with surprise and at the same time we were glad to read the news. It is the fulfillment of the Bible to be man and wife.

"Now about the box we sent you. I believe I directed it to S. S. Kresge, 273 Main Street, Memphis, Tenn., yet I am not positive, but I rather think I did. You better telephone to the different stations and ask for S. S. Kresge. I sent it on the D. L. & W. from Stroudsburg.

"We put some apples in with your clothes, a few cakes and a small pail of honey. The apples must be all rotten by this time. Mother and I would like you to send us a picture of your wife so we can see how all our children look. We may not be able to see each other face to face on this world, not likely we will [they did meet many times later and Mr. Kresge and his daughter-in-law became very fond of each other].

"Ed and Mary [Mary was the young Mr. Kresge's sister and Ed, her husband] are going to move to Allentown the first of February if all goes right. The ground is covered with snow for a week or more, but not enough for sleighing.

"Old Joseph Kresge is dead, so his bees will be sold. He and his son Charles had a few over 100 skips [beehives]. I am wintering 50 skips this winter. I sowed 10 acres of Alsike clover last spring and it looks real good.

"I saw in the Bee Paper that buckwheat had but little honey the last few years and it is true the bees got more honey from the goldenrod this last fall than they did from buckwheat. [Young Mr. Kresge had led Monroe County in bee culture for five years, saving money earned from honey for his future five and ten cent business.]

"Enclosed please find check of $25 [this was a generous sum in those days] as it is so far to send you carpets and bed clothing. We are well, hope this will reach you and wife well and prospering."

Calling All Poets

Become a published poet! If you have ever had a secret wish to be a poet or if you have written a poem you'd like to share with others, now is the time to do something about it. The KRESGE NEWS is sponsoring a poetry contest open to all employees.

Five winning poems will be chosen and published in the October issue of the KRESGE NEWS. Prizes will be awarded and names of honorable mention winners will be published. A panel of qualified judges will select the winners.

What should you write about? Anything that inspires your poetic talents—your store or job, your family, nature, friendship, animals, etc. If you have already written a poem and if it has never been published, you may enter it in the contest.

Be sure to include your name and store number with your entry. Send your poem to: KRESGE NEWS Poetry Contest, Detroit Office. *Your entry must be in the KRESGE NEWS office by August 1.*

Buyer Predicts 1965 Bench Warmer Fad

Rows and rows of bench warmers are expected to line the nation's football stadiums next fall. Bench warmer jackets, that is.

Buyer Ernst F. Faigle predicted: "The bench warmer jacket promises to be outstanding across the country. It sold in spring and will hit its peak in September."

Several styles of the bench warmer jacket will be sold in company stores. In men's sizes there will be cross-country corduroy jackets with Orlon pile linings in deerskin and olive.

Wool bench warmers will be sold with zip-out linings or without linings. The wool jackets are being stocked in burgundy and navy.

Boys' bench warmer jackets will also be featured in wool with and without linings in burgundy and navy. Sizes will run from 8 to 18.

Company bench warmers have popular campus styling. A zipper closing runs from the neck to the hem which stops at the knee. A bucket hood with drawstring adjustment and large flap-over patch pockets complete the stylized look.

Bench warmer jackets will be sold in 88 Kresge stores and all Kresge-operated K mart men's furnishings departments.

Bowling Ball Is K mart's Own

Kresge-operated K mart sporting goods departments will introduce an exclusive K mart bowling ball this fall, reported Arthur E. McDonald, sporting goods buyer. The bowling ball will sell under the brand name "10-Hi."

The Kresge Company developed the name and packaging for the imported ball, said Mr. McDonald. He continued, "We anticipate this new ball will be the most important promotional item in our line of bowling equipment. It will be in the stores in August, in time for keglers' preparations for the fall and winter bowling season."

The balls meet A.B.C. regulations and carry a lifetime guarantee reading in part: "The bowling ball identified below is guaranteed for the life of the original purchaser against any defects in materials or workmanship by the K mart Division of the S. S. Kresge Company."

The development of the bowling ball is another step by the Kresge Company to develop exclusive lines of quality merchandise.

Kresge Kapers

Little Rock, Ark., Kresge 702—Idell Squires, toys, noticed a very small boy crying in the store and asked: "Sonny, are you lost?" A very tearful voice answered: "Yes, have you seen a brown dress that's not fat?"

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Orlando, Fla., Kresge 740—It was another case of mistaken pronunciation. A customer who asked for "corrugated thread" caused Reporter Edith Furnish to double check names of new products in the notions department. Edith had never heard of "corrugated thread" and so decided what the customer really wanted was "variegated thread," a multi-color thread.

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New London, Conn., Kresge 651—The Banana Pickin' Balloon Contest made a big impression on one of 651's customers. An eight-year-old boy wrote the following essay for his school newspaper: "On Saturday I went to Kresge's store in New London with my mother. I had a banana split that only cost me one cent. It all started when they had this balloon contest. They hung balloons on a string. I picked a yellow balloon. When the lady popped it, out came a piece of paper that said 'one cent' on it. That meant I only had to pay one penny for my sundae."

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Milwaukee, Wis., Kresge 446—The store has received many requests for merchandise out of season so when Assistant Manager Kay W. Plamann was asked to produce an aluminum pine tree on a beautiful spring day he didn't bat an eyelash. The customer who made the request was moving to Africa and wanted to make sure her children's Christmas would be properly celebrated—complete with Christmas tree.

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Oklahoma City, Okla., Kresge 744—When Bookkeeper Velma Hicks, grinning broadly, came on the floor to check a telephone inquiry, fellow staffers wanted to know what was so funny. She explained that the caller wanted to know if the store had any #7 knitting needles. When Velma asked "how long," the puzzled woman replied thoughtfully: "Well, let's see. She's making a coat, so they'll have to be longer than the short ones."

Lamp Sales Hang from Ceiling

Sales are literally hanging from the ceiling, reported Buyer Denver W. Baynum, referring to his department's new line of swag chain lamps. The lamps, gracefully suspended from the ceiling by draped metal chains, are the newest sensation in the home lighting field.

Mr. Baynum said: "This new line has been excellent on the West Coast for several years. Now, major department stores and furniture stores across the country are showing large assortments of these lamps.

"We pre-tested them in one K mart and one Kresge store in the Detroit area. Results were so good we have general ordered them to a specific group of K mart and Kresge units. They are listed for all Kresge and K mart stores."

He concluded: "Our prices are generally much lower than those of other retail firms. Displayed properly—literally hanging from the ceiling—these lamps should really bring in the sales."

D. O. Keglers Hold Annual Banquet

BANQUET QUEEN ADRIENNE SUDOMIR (left) listens to Master of Ceremonies Bill O'Brien (left) introduce Banquet Jesters Earl Gray and Mildred Miller. The annual banquet was held in Detroit on May 26.

BANQUET KING CARL FONTANA (left) waits to be crowned by Barbara Mullins, outgoing president of D.O. Women's Bowling League.

TOP WOMEN'S TEAM displays trophies. Left to right are Judith Gennette, Karen Kautz, Emily Kubiak. Dolores Morgan was not present.

TOP MEN'S TEAM is awarded the traveling Art Brown Trophy. Left to right are Bob Neihoff, Fenton Colthorp, Wes Brown and Ed Bayer.

Anniversaries

45 Years

Viola Philo
June 15
Bookkeeper
360, Toledo, O.

Edith Schild, June 20, *Office*
355, Buffalo, N.Y.

Mabel Hinkle
July 20
Cashier
143, Hazleton, Pa.

40 Years

E. H. Abbott
June 15
Merchandise Mgr.
E. R. O.

R. H. Kellogg
June 17
Advertising Mgr.
E. R. O.

Tillie Mudloff
June 3
Bookkeeper
656, Skokie, Ill.

J. F. Mitchell
June 21
Buyer
Detroit Office

Mildred Grant
July 25
Floor Supervisor
5, Columbus, O.

J. E. Hook
June 10
Manager
428, Saginaw, Mich.

W. T. Riley
June 1
Manager, 343
Huntington, L.I., N.Y.

Estelle Brown, June 3, *Sales*
1, Detroit, Mich.

Hazel Mead, June 3, *Sales*
508, Danbury, Conn.

Martha Carson, June 15, *Bookkeeper*
255, Quincy, Mass.

Leona Matheis, June 20, *Cashier*
56, Louisville, Ky.

C. E. Beerweiler
July 6
Manager, 68
Wilkes-Barre, Pa.

35 Years

Ruth Dreith
July 30
Bookkeeper
109, Lincoln, Neb.

K. H. Baldwin
July 27
Assistant to Buyer
Detroit Office

Miriam Holder
June 1
Merchandise
4504, Reading, Pa.

A. C. Landis
June 11
Manager, 4043
Columbia, S.C.

30 Years

H. G. McIntosh
June 18
Asst. Comptroller
Detroit Office

S. L. Houk
June 16
Stockman
8, Chicago, Ill.

L. O. Best
July 10
Manager, 4008
Lafayette, Ind.

D. B. Zurschmeide, July 24, *Maintenance*, 7, Indianapolis, Ind.

Elizabeth Sauer, June 3
Secretary, Detroit Office

Marguerite Smith, June 18, *Bookkeeper*, 4521, Racine, Wis.

L. C. Folwell
June 8
Assistant
S. R. O.

Ida Massa, June 20, *Sales*
88, Belleville, Ill.

Amanda Heiser, July 20, *Sales*
143, Hazleton, Pa.

Wilma Clark, July 26, *Fountain Manager*, 162, Madison, Wis.

25 Years

R. H. Davies
July 31
Manager
76, Erie, Pa.

Ila Bodson
July 21
Food Dept.
13, Pontiac, Mich.

C. E. Priode
June 17
Assistant to Buyer
Detroit Office

Louise Traver
July 22
Merchandise
4572, Sandusky, O.

G. A. Carne
June 17
Manager, 4037
Westminster, Calif.

L. C. Nieukirk
June 29
Statistician
M. R. O.

Jennie Ultes, June 1, *Sales*
177, Elgin, Ill.

Virginia Ziegler, July 17, *Personnel Supervisor*
157, Newport, Ky.

Lois Bradley
July 5
Bookkeeper, 179
Galesburg, Ill.

Retirees Report Activities

CHRISTOPHER E. HOLZWORTH, retired vice president, recently underwent surgery. He is now recuperating at his home—275 Applewood Lane, Bloomfield Hills, Mich. President Harry B. Cunningham sent a letter to the stores and offices inviting Mr. Holzworth's many Kresge friends to send get well cards and letters.

New Managers And Manpower Awards

WILLIAM C. CHARRON, Kresge 564, Fostoria, O.

WILLIAM B. SALLIE, Jupiter 4601, Chicago, Ill.

RONALD M. SWANSON, Jupiter 4578, Faribault, Minn. Manpower Award was presented to Manager George E. Fairclough, Kresge 152, Waterloo, Ia.

Looking Ahead

ALVIA BRINK, K mart 4038, Saginaw, Mich., retired May 1 completing a 20-year career.

HARRIETT FURR, Kresge 58, St. Joseph, Mo., retired May 1 completing a 22-year career.

BETTY JANDA, Kresge 108, Cedar Rapids, Ia., retired May 1 completing a 31-year career.

HENRY LITTLE, Kresge 26, Springfield, Mass., retired May 1 completing a 23-year career.

ETHEL RUNDALL, K mart 4005, Peoria, Ill., retired May 1 completing a 17-year career.

EVELENA SIMPSON, Kresge 9, Dayton, O., retired May 1 completing a 23-year career.

GLADYS LUCORE, Kresge 108, Cedar Rapids, Ia., retired June 1 completing a 39-year career.

JOSEPHINE ZYLA, Detroit Office, retired May 28 completing a 29-year career.

In Memoriam

Sympathy goes to the families of these Kresge friends who have passed away:

MERLE STANLEY passed away April 19 in Niagara Falls, N.Y. He retired in 1957 from Kresge 308, Niagara Falls.

ARLENE FEIT passed away April 23 in Saginaw, Mich. She was employed at Kresge 433, Saginaw.

OLGA HARNER passed away May 6 in Saginaw, Mich. She was employed at Kresge 433, Saginaw.

L. S. BRONSON passed away April 25 in Topeka, Kans. He retired in 1947 from Kresge 1235, Topeka.

SARAH FRASER passed away April 24 in Norfolk, Va. She retired in 1960 from Kresge 439, Norfolk.

WILLIAM R. HALE passed away May 9 in Cleveland, O. He retired in 1959 from Kresge 28, Cleveland.

RUDOLPHINE SMITH, Syracuse, N.Y., former employee at Kresge 172, Washington, D.C.:

"For some time since I retired from 172, where I managed the music department from 1945 to 1961, I have wanted to write about my retirement activities. We had a piano in our store which I played quite a bit, and records and all the things one carries in a record shop. I really enjoyed my work in the store and met many customers, many of whom became my friends.

"I still have the parrot which many people at the store got to know. Many people marvel at his vocabulary. I have had him for over 42 years. When my husband was living, we took him with us when we traveled all over the country. So he is quite a pet.

"I am still enjoying my music. I have a grand piano and an electric organ, so I spend many happy hours losing myself in my music. It is a wonderful gift. I am a musician and have played since I was seven years old. I also can play an accordion.

"I have many fond memories of my years spent at 172."

Retiree Rudolphine Smith introduces her 42-year-old parrot who travels cross-country with her.

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MARY JOHN, Dayton, O., former employee at Kresge 9, Dayton:

"I would like to thank the Kresge Company for all the nice things it has done for me. I really enjoyed my 42 years of service. I met some wonderful people. I believe the personnel of the Kresge Company are the best and I consider it a real pleasure to have associated with them. I will never forget the people at Store 9."

Manager Changes

Name	To	From
M. E. Miller	780, Midland, Tex.	716, San Antonio, Tex.
R. A. Benoit	51, Lima, O.	405, Inkster, Mich.
M. O. Buckles	58, St. Louis, Mo.	51, Lima, O.
S. J. Egler	405, Inkster, Mich.	564, Fostoria, O.
R. C. Lane	4589, Johnstown, Pa.	551, Johnstown, Pa.
G. B. Bengston Jr.	4598, Binghamton, N.Y.	125, Binghamton, N.Y.
T. A. Pinzok	4599, Niagara Falls, N.Y.	308, Niagara Falls, N.Y.

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MARLENE M. GOLDSMITH, *Assistant Editor*

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